

Do these priorities and concerns  
sound familiar?

**Top Priorities of Small Business Owners**

- Generating more sales
- Improving marketing efforts
- Understanding the financial condition of the business
- Starting a retirement plan
- Setting personal and business goals

*Source: INC Magazine*

**Major Concerns of Small Business Owners**

- Obtaining needed capital
- Finding and managing people
- Managing the firm's growth
- Keeping up with competitors
- Keeping up with technology

*Source: INC Magazine*

**The Wisconsin Main Street Small  
Business Specialist  
can help!**

“[The Wisconsin Main Street Small Business Specialist] helped write up my business plan and even went to the bank with me to get my loan. His knowledge, experience and skills were priceless.”

*Louise Johnson, former owner “café Louise”,  
Watertown*

“I felt people were not taking me seriously when I first approached them about this building project. After working with [the Wisconsin Main Street Small Business Specialist], using the statistics and information he was able to put together for me to show our accountant and banker, things changed. Things happened. Boy did they happen!” *Carol Christenson, “Korgers Decorating and Fine Furniture”, Chippewa Falls*

**FREE  
Small Business Counseling**

*for business owners  
located within designated Main Street districts*

**Get help...**

...starting a business  
...improving a business  
...expanding a business  
...buying or selling a business



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# Growing Your Downtown Business

**Profiting from market  
opportunities**



**WISCONSIN MAIN STREET**

# Developing Your Business Potential



The world is always changing. Successful businesses discover something customers want, continually research and anticipate the changing needs of their customers, and adjust their products and services accordingly. As a business owner, it is important for you to realize that in order to remain viable in the changing market place, you need to keep learning how to better manage your business and sharpen your competitive edge. Keeping your doors open and your customers coming in is an ongoing challenge.

You may find yourself doubting and second-guessing your business decisions. You know that making the wrong choices can bring an abrupt end to your dream.

You may wonder if there is someone who can help you grow your business...

## Ask Main Street

The Wisconsin Main Street Program offers free on-site confidential counseling services to existing and potential business owners located within the Main Street program area of a designated Main Street community. The Wisconsin Main Street Small Business Specialist's job is to provide those business owners with the support needed to succeed in their communities.

The goal is to strengthen existing businesses and create or recruit compatible new businesses that can exist competitively in the marketplace so that all downtown businesses can grow over the long term.

## Available services

Confidential one-to-one business counseling and follow-up assistance is provided to small business owners and entrepreneurs. Areas of small business management assistance include:

- Advertising
- Financial analysis and packaging
- Inventory control
- Merchandising
- Marketing
- Business planning
- Operational analysis
- Business feasibility analysis

## Set up a counseling visit

Contact your local Main Street program manager and they will arrange an appointment for you with the Wisconsin Main Street Small Business Specialist.

*Be sure to ask your local Main Street program manager about other business incentives that might be available through the local economic restructuring committee. Also ask about building improvement incentives like free design assistance as well as promotional opportunities.*